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1	WITNESS SCREVEN: What page?
2	Q (By Mr. Pellegrini) I want you on Page 22,
3	handwritten 22.
4	A Okay. I follow you.
5	Q Are you with me there?
6	A Yes.
7	Q Okay. Does that response would you take
8	a moment to review that response?
9	A Response to 28a?
10	Q That's correct. (Pause)
11	A All right. Yes, I've read it.
12	Q Is that a complete and accurate statement of
13	what you seek in this proceeding by way of an update
14	service?
15	A The answer is yes, pretty much so. Although
16	there might be some technical or detail information
17	that needs clarification or explaining. But pretty
18	much, yes.
19	COMMISSIONER KIESLING: Mr. Screven?
20	WITNESS SCREVEN: Yes, ma'am.
21	COMMISSIONER KIESLING: I'm getting confused
22	and having a little trouble following.
23	Every time there's someone poses a
24	question about is this what you want, you qualify it
25	with yes, but there may be something else. I mean, I
1	

need to understand what it is that you want with specificity. What other technical things do you want? Or is this it?

confused the situation, and maybe it's my own safeguarding of being careful of what I'm saying, Commissioner Kiesling, because I've found -- and I don't mean this to be a derogatory statement -- but I've found in my dealings with BellSouth that when you say things to them that this is what you want without technically being correct, sometimes it comes back to bite you badly for dealing with them, and I'm trying --

commissioner KIESLING: Mr. Screven, I don't care about that. All I care about is what it is that you want. You're dealing with the Florida Public Service Commission now, not BellSouth. Tell us what you want.

witness screven: Okay. I apologize for confusing the issue on this. And this is what we want, yes, that's on my response on Page 22 to 28a.

COMMISSIONER KIESLING: Thank you.

Q (By Mr. Pellegrini) Before we leave that place, Mr. Screven, explain, would you please, in the first paragraph of that response, near the very end,

you say "and/or A to Z which includes etcetera." What do you mean by A to Z?

A BellSouth has a menu that you -- or codes that allow you to take every listing in their database including the foreign listings and 800 numbers and so forth that are maintained in their database, or you can order it without those foreign or 800 numbers, RCLs -- RCF numbers, excuse me; you can have it either way.

Q A to Z means, what? The alphabetical listing of --

A Of all of the listings in their database that would appear in their directory as their published directory, including foreign and 800 numbers.

Q Just a moment. (Pause)

A moment ago you identified your response to Staff's Interrogatory 28a as being a complete and accurate statement of what it is you require by way of an update service, correct?

A Yes.

2 |

- Q What is your understanding of BellSouth's position relative to your need or your requirement?
  - A Is that they haven't offered it.
  - Q Have you some understanding of their reasons

for not offering it?

- A My answer would be strictly speculative. I don't know the real reasons.
- Q Have you not been in negotiations with BellSouth over this and other matters?
- A I have not been in negotiations, no. I attended two meetings where there was discussion but, to my knowledge, they were not negotiations, and I did not participate in any subsequent negotiations, if there were ever any.
- Q When BellSouth first tariffed its DPDS service, was a printed booklet the only allowable format for publishing directories?
  - A Yes.
- Q And currently that tariff permits directory publication by way of a printed booklet or a CD ROM format, correct?
  - A Yes.
- Q Mr. Screven, I'd like you to help us understand how you distinguish DPDS from DADS. Do you understand the difference between the two tariffs?
  - A Yes, I do.
    - Q What is that difference?
- A One is an individual live person that disseminates information upon a specific request, and

that would be DADS. And the other is that we print, publish, or distribute a compilation of listings so that a person can utilize it on their own without the use of a third party.

- Q Is that the only difference in your opinion?
- A With my limited exposure to DADS, I'm sure there are probably some other differences, but that's my only recollection of the primary difference.
- Q Is the database that is supplied under either of the tariffs the same?
- A According to their original filings and the answers to Staff interrogatories, it is the same database. The difference is how the information is used once it's extracted and distributed to the user.
- Q I believe you responded to one of Mr. Kitchings questions by saying -- or perhaps it was Commissioner Clark's question -- that you would at least envision this information to be available on the Internet even though you don't currently have a plan to do so?
- A Yes. Strictly as a mirror image of our printed product.
- Q If this information were available on the Internet, why would that not amount to directory assistance?

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1	A Because it's not dealing with a third party
2	that you would call specifically to have them assist
3	you. You have access to the information, that you
4	have to glean through the information and extract the
5	answer or the information you're seeking without the
6	assistance of a third party.
7	Q In that your view would not be directory
8	assistance?
9	A That's correct.
10	Q It would not be a violation of the DADS
11	tariff?
12	A No, sir, it wouldn't.
13	Q In response to one other question of
14	Mr. Kitchings, you indicated that you do not at the
15	present time publish electronic directories. Do you
16	remember?
17	A Yes, I remember that.
18	Q Are you aware of any other directory
19	publisher in Florida publishing electronic directories
20	at the present time?
21	A No, sir. I'm not aware of any.
22	Q Mr. Kitchings asked you about your
23	arrangements with ALLTEL and GTE, and you did make a
24	response with respect to blimbs on I would

A Yes, sir.

Q But I don't recall that you responded in respect to GTE. What arrangements, if any, do you have with GTE?

A I have no arrangements with GTE on the simple basis that when we requested information from them as well, they, until we persisted, didn't answer our letters. Then, finally, when they did, they offered us listings at 60 cents a listing, and they would not give it to us in any kind of a format. They would only deliver us a copy of their directory saying that their policy was that they would only furnish information as current as they had published and that was the extent of their license agreement.

Since the -- and we were compelled to purchase it at 60 cents a listing if we wanted to compete because that was pre-Feist decision which it meant that the listings were copyrightable. After the Feist decision, we continued to take the information without the benefit of having to pay them 60 cents apiece.

- Q Do you publish directories today on the basis of that information?
- A No, sir, I don't. GTE pulled out of the state of Georgia, and they sold all of their properties to ALLTEL. I have to deal with ALLTEL in

Georgia, but I don't deal with GTE in Florida, although some of our publishers that are interested in this outcome very seriously are concerned about the problems with GTE.

Q I think that really concludes my questions, except perhaps for one question. Mr. Screven, what in your mind is the -- what in your mind are the major stumbling blocks? That is the stumbling blocks that have prevented FIDP, or your company specifically, from reaching an agreement with BellSouth over this matter. Can you bring this altogether?

A My opinion is that they don't want us in the market competing against their directory publishing business, and they are doing everything they can to impede our competition. And this is just a strong measure to offer controls and limitations on us as enterprise entrepreneurs. And I might add that this essential information is not available from any other source. And we have no choice.

Q I understand. Can you be somewhat more specific about the obstacles beyond the competitive consideration? What elements of an eventual agreement have --

A When we were obtaining listing information under license agreements, as we still do in the states

where the tariff is not in place, a lot of the publishers here are still subjected to those license agreements. And they are unduly restrictive and have controls on us, and they're really anticompetitive in nature. And as a result, when we buy listings from Bell, up until the recent year or so, we had no confidence in the material — in the information we received from them as being accurate and up-to-date. Oftentimes it was riddled with errors.

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We received listings that had nonpublished and confidential listings that we ended up publishing in our book that obviously these people suffered a harm from it and we suffered their wrath and it was used against us. We had prefixes that were added to our database that were not requested that ended up being published. We often ordered data from them that came in with more information, and we used service bureaus to compile that data for us into a usable format. And then they charge us on a per listing basis sometimes to compile that information. And we were charged for sometimes -- I know a specific case I had ordered two databases separately, one of about 60,000, another one around 40,000. And I asked it at two separate times to be delivered and they delivered the first one with the full hundred thousand listings

on it, and I was charged by the service bureau. The charges and the services were over \$1,000 to prepare that for publication, which when I got it, it had 60,000 listings I didn't need for my book.

My complaint with them was that's not what I ordered, and they said, "Well, you won't have to pay for it." They have always stood basis that they're insulated by their license agreement or their tariffs to be held to any standard of accountability and impose these liabilities on us; that we have no recourse on them, or we waive our right to recourse against them. And it's just a myriad of things that we have been faced with in the whole process. And we're still not 100% sure of the stuff that we get from Bell is accurate, what we ordered.

- Q Well, you filed a protest to the Commission's amendatory order on the grounds that is apparently removed the requirement that BellSouth provide residential new connect listings; is that correct?
- A Among one of the issues, yes, that is correct.
- 23 Q That was the basis for your protest, was it 24 not?
- 25 A Yes.

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1	Q Can you explain why you think the amendatory
2	order removed that requirement? That is the
3	requirement to supply residential new connects.
4	A My best explanation of that is that
5	BellSouth declared that it would include that
6	information in their update service, which ultimately
7	was their refresh program, and there would be no need
8	for that separate item because it would be included in
9	that. And I think the order was amended because of
10	the belief that that would be acceptable to us as
11	publishers, and, in fact, it was not acceptable.
12	Q Then it's your view that as a result of the
13	amendatory order there's no longer a requirement
14	placed upon BellSouth to provide residential and new
15	connect listings?
16	A As a specific service, that is correct.
17	MR. PELLEGRINI: Thank you, Mr. Screven. We
18	have no more. I have no further questions.
19	WITNESS SCREVEN: Thank you, Mr. Pellegrini.
20	CHAIRMAN JOHNSON: Commissioners? Redirect?
21	REDIRECT EXAMINATION
22	BY MR. HORTON:
23	Q Mr. Screven, just a few questions. You
24	publish a directory in Florida; is that correct?

A Yes, I do.

Q Do you publish a directory in the GTE territory in Florida?

A Yes. As I explained to Mr. Kitchings, it covers GTE and Southern Bell in the Nassau County area which has two telephone companies, and we publish this one directory that covers both markets and is distributed free of charge to every home in both markets.

COMMISSIONER DEASON: Mr. Horton, did you say GTE or ALLTEL?

MR. HORTON: I asked GTE.

WITNESS SCREVEN: Oh, I'm sorry. Excuse me.
No, I do not publish a directory in the GTE market in
Florida.

If I may explain, one of the confusions is GTE is primarily the directory publishing Yellow Page sales agent for ALLTEL. And, yes, we do compete against them in the selling of advertising and the publishing of the book, but the owner of the product is ALLTEL. So we kind of think of them in the same terms as one and the same.

Q (By Mr. Horton) You were also asked several questions with respect to your authorization to appear on behalf of FIDP. Look, if you would, at the last two pages of Exhibit GS-2, or Exhibit No. 3.

(Pause) (Witness complies) 2 That is the responses to the 3 interrogatories? 4 Yes. 5 Did you have that in front of you when you 6 answered Mr. Kitchings earlier --7 No, I did not. 8 Of the members that are listed on those Q responses, have all of those authorized you to appear today, or to appear on their behalf? (Pause) 10 Yes, they have. 11 12 So you have authorization for each one of those companies to represent them in this proceeding? 13 14 Yes, sir. COMMISSIONER CLARK: Mr. Horton, may I ask a 15 question? Is it also your testimony that each one of 16 those will be prepared to -- is prepared to buy the 17 service you're requesting? 18 WITNESS SCREVEN: Either a portion or all of 19 20 it, yes. 21 (By Mr. Horton) There were several questions with respect to negotiations and meetings. 22 You indicated you participated in two meetings. Do 23 you know how many meetings there were?

I seem to recall there were four or five

meetings.

- Q But there were more than the ones that you participated in?
  - A Yes, sir. There were.
- Q Were those negotiations directed specifically at Florida, or was that with respect to another jurisdiction?
- A Those were on a regional basis for the nine-state area covered by BellSouth.
- Q Was there any written agreement or any kind of a stipulation applicable to Florida that was reached as a result of those meetings?
- A Well, collectively, the publishers within the region agreed in principle and signed a position -- signed a letter of authorization and a position paper that they all stood behind our efforts to deal with this issue, which included the state of Florida in the nine-state area. But not specifically for the state of Florida.
- Q Mr. Kitchings represented to you that 200 publishers approximately -- and I'm sorry I didn't get the number, but it was a hundred some odd -- only about a hundred purchased information through DPDs.

  Do you remember that question?

A Yes.

Is DPDS the only way that publishers acquire 1 Q 2 information from BellSouth? 3 No, it's not. They acquire it sometimes under licensed agreement from BellSouth. 4 5 So of the difference between the 100 and the Q 200 publishers, those other publishers may be 6 acquiring this information through licensed contract 7 or some other arrangement from BellSouth? 8 9 That's correct. Mr. Kitchings also had you recite your other 10 sources for information. These other sources, are any 11 of them able to provide you the information on an as 12 timely or up-to-date basis as BellSouth? 13 14 No, they are not. 15 Is the WBAR currently offered as an update Q 16 service? 17 No. Emphatically, no. As a matter of fact, when it was designed and delivered to us under 18 licensed agreement, as well as in the tariff, it was 19 specifically earmarked to be used as an effort for 20 independent publishers to contact new businesses for 21 the soliciting and selling of Yellow Page advertising 22 23 only.

Mr. Kitchings also asked you if you were

aware that there are currently four subscribers to the

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1	WBAR. Do you recall that?
2	A That there were four?
3	Q Yes.
4	A Yes. I thought he said two.
5	Q There are some current subscribers, you
6	agree with me?
7	A Yes.
8	Q He also agreed if Bell offered services that
9	you want that their current customers to the WBAR
10	might be affected. Do you think those customers would
11	consider subscribing to the services that you're
12	asking for?
13	A Certainly if they are subscribing to the
14	WBAR, they would continue to subscribe to it under the
15	new language, yes.
16	MR. HORTON: That's all I have, Madam
17	Chairman.
18	CHAIRMAN JOHNSON: Thank you. Exhibits.
19	MR. HORTON: I would move Exhibit 1.
20	CHAIRMAN JOHNSON: Show it admitted without
21	objection.
22	MR. PELLEGRINI: Staff would move the
23	exhibit marked 3.
24	CHAIRMAN JOHNSON: Show that admitted
25	without objection. And we have Late-filed

Exhibit No. 2 outstanding. 2 You may be excused. 3 (Exhibits 1 and 3 received in evidence.) 4 (Witness Screven excused.) 5 6 WITNESS SCREVEN: Thank you. 7 CHAIRMAN JOHNSON: BellSouth. 8 MR. KITCHINGS: BellSouth would call Lynn 9 Juneau to the stand. 10 11 LYNN JUNEAU was called as a witness on behalf of BellSouth 12 Telecommunications, Inc. and, having been duly sworn, 13 testified as follows: 15 DIRECT EXAMINATION BY MR. CARVER: Mr. Juneau, just take your time, but let me 17 18 | know whenever you're ready to begin. 19 A Okay. 20 COMMISSIONER KIESLING: Mr. Juneau, you're going to have to push the button so the red light is 21 22 out. 23 MR. CARVER: Mr. Horton, has requested that 24 | I wait just a moment so that he could confer with Staff --

1	COMMISSIONER KIESLING: Pardon me?
2	MR. CARVER: No, I'm sorry. I was just
3	noting that Mr. Horton had asked to have a moment to
4	confer with Staff, so I was clarifying why I hadn't
5	begun my examination.
6	MR. HORTON: I'm sorry. I was just
7	clarifying that there wouldn't be an objection. I
8	have some questions for Mr. Juneau on what the Staff
9	has identified as exhibits, and when it gets to mine,
10	I was just going to ask Staff if they would go ahead
11	and identify them.
12	CHAIRMAN JOHNSON: Very well.
13	MR. CARVER: Thank you.
14	BY MR. CARVER:
15	Q Mr. Juneau, would you please state your full
16	name and your business address?
17	A My name is Lynn Juneau. My business address
18	is 3535 Colonnade Parkway, Room S-3-I, Birmingham
19	Alabama 35243.
20	Q By whom are you employed and in what
21	capacity?
22	A I'm employed by BellSouth
23	Telecommunications. I'm a manager in the
24	interconnection Services Pricing Group.
25	Q Have you caused to be prefiled in this
	ı

docket six pages of direct testimony and eight pages of rebuttal testimony?

A I have.

- Q Do you have any changes to either your direct or rebuttal testimony?
- A Yes, I do. I have a change to my rebuttal testimony dated November 25th, 1996. On Page 5, delete the sentence beginning on Line 23 and the following sentence through Line 25. And those sentences should be replaced with the following sentence. "BellSouth has used listing information provided under the DADS tariff to trial a business directory assistance-type Internet service.

CHAIRMAN JOHNSON: Could you repeat that? We're trying to write it as you speak.

COMMISSIONER KIESLING: I'm still trying to find it.

witness Juneau: Okay. It's Page 5 of the rebuttal, the second sentence beginning on Line 23. I propose to delete those last two sentences. And then would replace that with this sentence: "BellSouth has used listing information provided under the DADS tariff to trial the business directory assistance-type Internet service."

CHAIRMAN JOHNSON: Say that last part again,

1	to what?
2	WITNESS JUNEAU: To trial.
3	THE REPORTER: T-R-I-A-L?
4	WITNESS JUNEAU: Yes. "A business directory
5	assistance-type Internet service."
6	MR. PELLEGRINI: Mr. Juneau, could you
7	repeat the entire sentence, please, one more time?
8	A Okay. "BellSouth has used listing
9	information provided under the DADS tariff to trial a
10	business directory assistance-type Internet service."
11	Q Do you have any other changes to your
12	testimony?
13	A No.
14	Q Mr. Juneau, if with that change, if I
15	were to ask you the questions that appear in your
16	direct and rebuttal testimony, would your answers be
17	the same?
18	A They would.
19	MR. CARVER: Madam Chairman, I request that
20	the witness' direct and rebuttal testimony be inserted
21	into the record as though read.
22	CHAIRMAN JOHNSON: It will be so inserted.
23	
24	

1		BELLSOUTH TELECOMMUNICATIONS, INC.
2		DIRECT TESTIMONY OF M. LYNN JUNEAU
3		BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION
4		DOCKET NO. 931138-TL
5		October 22, 1996
6		
7	Q.	PLEASE STATE YOUR NAME, EMPLOYER, POSITION AND
8		BUSINESS ADDRESS.
9		
10	A.	My name is M. Lynn Juneau. I am employed by BellSouth
11		Telecommunications, Inc. (Hereinafter referred to as "BellSouth" or "the
12		Company"). My present position is Manager-Pricing in the
13		Interconnection Services Department. My business address is 3535
14		Colonnade Parkway, Birmingham, Alabama 35243.
15		
16	Q.	PLEASE GIVE A DESCRIPTION OF YOUR EDUCATIONAL
17		BACKGROUND AND WORK EXPERIENCE.
18		
19	A.	I received a Bachelor of Science degree in Business Administration
20		from Centenary College of Louisiana in 1971. I am a Certified Public
21		Accountant, licensed to practice by the State of Alabama. I have
22		twenty-five years experience with BellSouth in the Comptrollers,
23		Regulatory, and Interconnection Services departments.
24		
25	Q.	WHAT ARE YOUR CURRENT RESPONSIBILITIES?

1		
2	A.	I am responsible for the pricing, tariffing and regulatory support of
3		several different services offered by BellSouth in all jurisdictions served
4		by BellSouth.
5		
6	Q.	WHAT IS THE PURPOSE OF YOUR TESTIMONY?
7		
8	A.	On July 25, 1996 the Florida Public Service Commission Staff
9		("Commission Staff") presented a list of four issues to be addressed in
10		this docket. The purpose of my testimony is to address the issues that
11		the Commission Staff has identified. I shall respond to each issue as it
12		has been presented.
13		-
14		ISSUE 1
15		
16	Q.	SHOULD BELLSOUTH BE REQUIRED TO OFFER A LISTING
17		SERVICE CONSISTING OF NEW CONNECTIONS OF RESIDENTIAL
18		AND BUSINESS SUBSCRIBERS? IF SO, WHAT ARE THE
19		APPROPRIATE RATES, TERMS AND CONDITIONS?
20	٠	
21	A.	No. BellSouth should not be required to offer a listing service
22		consisting solely of new connections of residential and business
23		subscribers for several reasons:
24		
25		

1		1. Lists consisting solely of new connects are not required to
2		publish directories.
3		
4		2. BellSouth should not be required to develop and offer services
5		which customers will not buy in sufficient quantity at appropriate
6		rates. The Company is not aware of demand from the directory
7		publishers for a listing of new connects service in sufficient
8		quantity at the appropriate rates to justify the development of
9		this product. At this time, we know of only one customer who
10		desires this service.
11		
12		3. The question of whether BellSouth should be required to provide
13		residence listing new connect information via its Weekly
14		Business Activity Report (WBAR) has already been ordered by
15		the Commission in its Order No. PSC-96-0446-FOF-TL, issued
16		March 29, 1996.
17		
18		ISSUE 2
19		
20	Q.	IS BELLSOUTH'S NEWLY EFFECTIVE UPDATE SERVICE
21		APPROPRIATE? IF NOT, WHAT CHANGES SHOULD BE MADE?
22		
23	A.	Yes. The Monthly Refresh option was implemented based on
24		negotiations with the independent publishers, including those operating
25		

1		in Florida. The Company was under the impression that the Monthly
2		Refresh option satisfied the publishers' need for an update service.
3		<i>,</i>
4		ISSUE 3
5		
6	Q.	SHOULD THERE BE ANY RESTRICTIONS ON THE TYPES OF
7		DIRECTORIES THAT CAN BE PUBLISHED UNDER THE DPDS
8		TARIFF? IF SO, WHAT RESTRICTIONS SHOULD THERE BE?
9		
10	A.	Yes. Restrictions included in BellSouth's current Florida DPDS GSST
11		Tariff A38.2 should apply.
12		
13	Q.	WHAT RESTRICTIONS ARE IN THE FLORIDA DPDS TARIFF AND
14		WHY SHOULD THEY REMAIN IN PLACE?
15		
16	A.	The tariff specifies that directories published using DPDS may be in
17		printed or CD ROM format and that the directories must be organized in
18		alphabetical and/or numerical sequence. This restriction was placed in
19		the tariff to allow DPDS information to be used for directory publishing
20		service, but to prohibit this same information from being used to provide
21		directory assistance service, a separate line of business covered in
22		another tariff.
23		
24		Additionally, the tariff specifies that DPDS data may not be used to
25		publish and distribute in any form lists of new or changed telephone

1		subscribers. The DPDS tariff is designed to be used to publish
2		telephone directories.
3		
4		ISSUE 4
5		
6	Q.	WHAT SHOULD BE THE EFFECTIVE DATE OF TARIFFS FILED
7		PURSUANT TO THE COMMISSION'S ORDER IN THIS CASE?
8		
9	A.	BellSouth does not believe any tariff changes are required.
10		
11	Q.	PLEASE SUMMARIZE YOUR TESTIMONY.
12		
13	A.	BellSouth has worked with the directory publishers to develop DPDS
14		service that meets customer needs at a fair price. The terms and
15		conditions of the DPDS tariff now effective in Florida are a result of
16		agreements made pursuant to regional negotiations, which included
17		active involvement by the members of FIDP participating in this
18		proceeding. Further modification to BellSouth's DPDS tariff is neither
19		necessary nor appropriate.
20		
21		Addressing each of the issues as listed by the Commission Staff,
22		BellSouth's positions can be summarized as follows:
23		
24		
25		